



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 482814 /		<u>Alt Order #</u> 06213552
<u>Product</u> D HELLER FOR SENATE		
<u>Contract Dates</u> 08/08/12 - 08/14/12	<u>Estimate #</u>	
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 08/09/12 / 08/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
N 14	KVVU	08/13/12	08/14/12	MORE Access	6-7pm		:30			NM	2	\$290.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/13/12	08/19/12	MT-----				2	\$145.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	2	KVVU	08/13/12-08/19/12	MORE Access	6-7pm	MTu-----	:30		\$145.00	NM			
	See MG 14.3												
	3	KVVU	08/13/12-08/13/12	Fox 5 News at 6pm	M-F 6-630pm	M-----	:30		\$145.00	NM			
	Ⓜ MG for 14.2 08/13												
Totals												41	\$14,690.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	41	\$14,690.00	\$12,486.50
Totals	41	\$14,690.00	\$12,486.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13.14
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ **CHANGES** *** KVVU-TV ***

REP HEADLINE# 6213552 TRF# 482814
ADV # ADV. NAME POLI/D HELLER/R/SEN/NV REP.# OFF.# 762 SALESMAN #
AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS
3299 K. STREET NW, SUITE 200 SALES PRSN PH- TERESA DIFURIA
WASHINGTON, DC 20007

ORDER # CONTRACT # 6213552 CLASS: NATL. LOCAL REGIONAL
PRDCT D HELLER FOR SENATE EST# COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG8/12 AUG14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG8/12 13.14

REP: TO ROSE
FR NIKKI
OK'D M2 SEE LINE 23
TOTAL SAME
PLS CNF THANKS

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM DEAN HELLER FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		600P-700P	30		\$145.00	8/13	8/14	1		M-TU	1
PROGRAM : MORE												
CON COM1: MAX 1X DAY												
23	A		600P-630P	30		\$145.00	8/13	8/13	1		MON	1
PROGRAM : FOX5 6P NEWS												
ORD COM1: PRG CHG. PLS APPROVE. PRE-BOOKED												
THIS IS A MAKE-GOOD FOR AUG13 ON LINE-14 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M2	OK'D	BUY#14	MISSED:M-TU/600P-700P									
			OFFER:MON/600P-630P									
			CMT:PRG CHG. PLS APPROVE. PRE-BOOKED									
				30S		\$145.00					(AUG7/12)	
				30S		\$145.00					PLS ADVISE.	

FAX# 610-225-1191

REP HEADLINE# 6213552 TRF# 482814
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET
 HARRIS REPORT FROM REP
 CHANGES
 AUG8/12 13.14
 *** KVVU-TV ***

[illegible]

AUG/12 14690.00

CONTRACT TOTAL	14690.00
TOTAL SPOTS	41

MARKET TOTALS	\$97,933	KVVU 15%	KSNV 22%	KLAS 36%	KTNV 18%	KVMY 4%	KVCW 0%	CABL 0%
			KTUD 5%					

SVC- NSI
DEMOS- RA35+*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE